

The War Stock Bubble.

What Every Investor Should Know About Earnings—Prospect of Dividends.

A Valuable Series of Financial Analyses By R. R. BATSON.

CRAMP SHIPBUILDING COMPANY—NO. 25.

(Written Especially for The Evening World.)

Stock of the Cramp Shipbuilding Company about a year ago was selling around \$18 per share. Because of the change in the shipbuilding industry in this country, brought about by the European war, the stock is now selling at nearly five times as much as it sold just previous to the outbreak of the war. Its present value is approximately \$87 per share.

For some time previous to the outbreak of the war the Cramp Shipbuilding Company had experienced a comparatively poor volume of business, when measured by its capacity for turning out ships. Its plant is the largest of its kind in this country. The company controls the I. P. Morris Company and the Kensington Ship Yard Company through the ownership of the entire capital stocks of those companies. In addition, it controls through ownership of the majority of the capital stock the Federal Steel Foundries Company.

Previous to the outbreak of the war the Cramp Company was operating at only about 50 per cent, or 60 per cent, of its capacity, and the contracts it had booked were not highly profitable when compared with some of the contracts that have been placed since the beginning of the war.

The Cramp Company began to feel the new demand for ships early last fall. With German merchant marine practically wiped off the seas, with English and French shipyards working at capacity for their respective Governments, American ships, as every one knows, became in great demand.

It is interesting to know that the total ship tonnage in foreign trade under the American flag at this time is now greater than at any time in the history of the country since 1863. With the beginning of July, 1915, ships carrying the American flag and engaged in foreign trade numbered 2,765. The total gross tonnage of these ships was 1,112,775.

At the beginning of July, 1914, the tonnage of American ships engaged in foreign trade was 1,076,152. Ships numbered 2,405. Thus, tonnage of American ships engaged in foreign trade has increased 737,623 tons during the past year, and ships have increased to the number of 363.

Of course a large part of this increased tonnage is represented by foreign ships that have adopted American registry, but a large part of the increase is accounted for by the fact that all shipyards have been employed at capacity turning out new ships, and all of the old "wind jammers" that were considered obsolete and were practically ready for the junk heap have again been placed in service and are earning a large revenue for their owners.

Many shipbuilding companies took advantage of the increased demand for ships following the outbreak of the war. This cannot be considered wholly true of the Cramp Company. With commendable foresight the management of the company believed that as the war progressed demand would increase and that by holding off more advantageous contracts could be secured later on.

This has proved to be the case, and the Cramp Company is today operating at full capacity on orders which will yield a large margin of profit, whereas if it had not held it would be working on orders which would not be nearly as profitable as those recently placed.

As indicating the increased activity at the company's plant it may be stated that about a year ago employees numbered approximately 2,290. Employees number approximately 4,500 at the present time.

The Cramp Company has \$1,087,000 first mortgage bonds outstanding, \$54,000 real estate mortgages and \$2,680,000 5 per cent. serial notes, or a total funded debt of \$4,221,000. The original issue of notes was \$5,000,000 and the indenture covering these notes provides that \$100,000 shall be retired semi-annually from Jan. 1, 1914, to July 1, 1918, and \$170,000 semi-

the fiscal year ended April 30, 1915, amounted to \$100 per share. As stated above, a part of the surplus of the year, two fiscal years, was used to pay off \$1,200,000 notes in April. The company is now not only experiencing a good demand for ships for mercantile trade, but Government orders are also picking up. The company now has eight torpedo boat destroyers in course of construction for the Government, and early in September the Government will open bids for a number of new torpedo boat destroyers, and the Cramp Company should receive a substantial portion of the new contracts.

Then the increased demand for submarines should help the Cramp Company. As was announced first in this column last week, China is negotiating for 100 submarines with the Electric Boat Company, and it is quite possible, and in fact probable, that the Cramp Company will build a number of these submarines built in the Chinese contract is definitely placed.

The last dividend paid by the Cramp Company was 2 1/2 per cent in 1902. It was last ten years, or up until 1914, were comparatively lean ones. For instance, in 1913 the company earned only \$3.03 per share, in 1912 earned \$3.41 per share and in 1911 only 10 cents per share. Earnings for the five years ended April 30, 1915, averaged \$4.57 per share per annum. It was not possible to pay dividends out of these earnings, for the financial condition of the company needed to be strengthened, and it was necessary to devote a portion of surplus earnings to plant improvements.

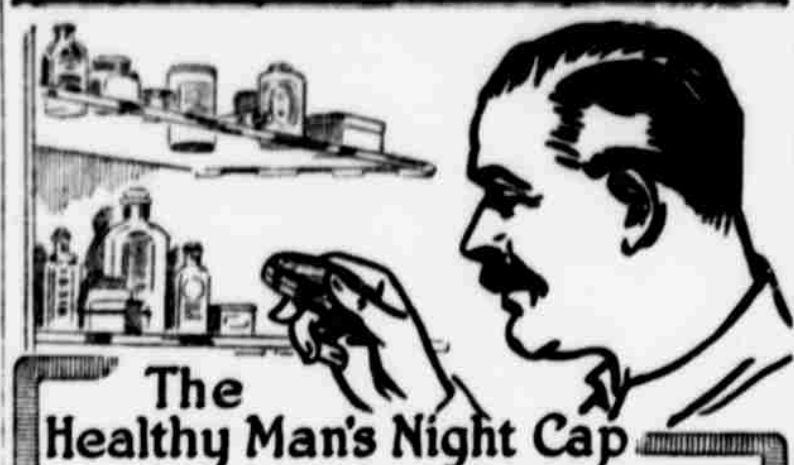
With the beginning of 1914 business took a spurt, and net earnings for that year amounted to \$1,080,000, and were approximately twice as large as in the previous year. The dividend balance for the 1914 fiscal year amounted to \$11.00 per share and in

SERENO PRATT IN HOSPITAL.

Operations Probably Will Be Performed on Thursday.

TROT, N. Y., Aug. 31.—Sereno A. Pratt, Secretary of the Chamber of Commerce of New York, former editor of The World, and a writer on finance, is in the Troy Hospital, seriously ill of gall and bladder trouble. He was brought from his summer home at Dorset, Vt., yesterday and probably will be operated on by Dr. David W. Houston, assisted by Prof. James N. Harvick of Chicago, Thursday.

The two surgeons have been in consultation since Mr. Pratt's arrival in Troy. Mr. Pratt's family is with him here. He was operated on two months ago at his home, No. 184 Cambridge place, Brooklyn, and was taken to his summer home in Vermont in the hope that the change would restore him to health.



The Healthy Man's Night Cap
Constipation is the Curse of Civilization. Assist Nature by taking one or two Brandreth's Pills every night. You will feel better, look better and prolong your life. Brandreth's Pills are one of the best laxatives ever put on the market—entirely vegetable. We have customers who have taken them every night for twenty years or more and would not be without them. One trial will convince you. At Your Nearest Drug Store—Chocolate Coated or Plain.

Macy's

This Week Is THE Time for Housewives—Hotels—Restaurants—Institutions to Fill Crystal Closets for the Year at

Macy's Semi-Annual Offering of Fine Chinaware & "Straus" Cut Glass

Just the word "Macy's" was enough to bring in an amazingly large number of shoppers in spite of the rain yesterday, because it meant that prices in this event would be absolutely, without qualification, the "Lowest-in-the-City."

And the fact that we have already sold out a number of items completely (including the special lots not advertised) speaks better than anything we might say of the beauty, quality and VALUE of the offerings in the Sale.

In MACY events of this magnitude we usually prepare enormous stocks, but a look at the steady stream of people coming in—and BUYING—is enough to impress on any one the advantage of buying NOW!

Haviland Dinnerware at 1/3 Less



Haviland China at a Saving of 1/4

Exquisitely dainty floral decorations and clear, translucent china. Dinner Plates, 19c; Tea Plates, 15c; Coupe Soup Plates, 15c; Fruit Saucers, 12c; Individual Butter Plates, 5c; Tea Cups and Saucers, 29c; Meat Dish, 10 in., 59c; Meat Dish, 14 in., 97c; Uncovered Vegetable Dish, 69c; Salad Bowls, 49c; Pickle Dishes, 29c; Covered Vegetable Dishes, 89c; Sugar, 49c; Butter Dishes, 69c; Sauce Boats, 69c.

Dinner Sets Much Reduced
Theo. Haviland China, 99 pieces. Dainty border design, gold on each piece. Usual price, \$34.75. Now \$29.75.
Pure White American Porcelain, 100 pieces. Usual price, \$6.89. Now \$4.89.

Conventional border design, gold on every piece—worthy of the table or crystal closet of any modern home. Dinner Plates, 39c; Tea Plates, 29c; Coupe Soup Plates, 29c; Fruit Saucers, 19c; Individual Butter Dishes, 49c; Tea Cups and Saucers, 39c; Meat Dishes, 10 in., \$1.29; Uncovered Vegetable Dish, 79c; Pickle Dishes, 39c; Covered Vegetable Dishes, \$1.29; Covered Butter Dishes, 89c; Sauce Boats, 97c; Soup Tureens, \$1.49.

Austrian China at 1-3 Less
Decorated Plates, Tea Cups and Saucers, with dainty border design and gold on every piece. Bread and Butter Plates, 12c; Breakfast Plates, 19c; Tea Plates, 15c; Tea Cups and Saucers, 23c.
Imported China Tea Sets Reduced
56 pieces, floral border design, gold on each piece. Usual price \$6.89. Now \$4.89.

Rich "Straus" Cut Glass Reduced

"Straus" Cut Glass has the clear "diamond" sparkle that betokens deep and accurate cutting, the designs are remarkably handsome, yet the prices even ordinarily are less than you have to pay elsewhere for the common, lack-lustre cut glass of commerce. Hence these reductions mean opportunities of a sort you only find at Macy's:

Were	Now	Were	Now	Were	Now
Ice Cream Trays, \$2.69	\$1.89	Ice Tubs, \$1.98	\$1.39	Mayonnaise Bowls and Plates, \$2.49	\$1.69
Nut Bowls, \$2.97	\$2.19	Butter Dishes, \$3.49	\$2.49	Bureau Trays, \$1.79	\$1.39
Flower Vases, \$2.19	\$1.69	Jelly Dishes, \$2.49	\$1.69	Water Jugs, \$2.09	\$1.69
Handled Bonbon Dishes, \$1.19	79c	Relish Dishes, \$3.49	\$2.49	Olive Dishes, \$1.09	69c

Glassware at Great Reductions

Thirty-piece glass service of thin blown tumblers, including 6 Whiskey, 6 Champagne, 6 Mineral, 6 Water, 6 Highball Glasses. Usual price \$1.51 set. Now 98c set.
Thin blown glass tumblers, first quality. Were 48c doz.; now 29c.
Thin blown glass water tumblers, decorated. Were 59c doz.; now 36c.
Pressed glass water tumblers. Were 48c doz.; now 24c.

Macy's—Basement.

LEAVE films for developing and printing at the Main Floor camera counter or Fifth Floor camera dept. We do not charge for developing when we do the printing.

Macy's

THIS store will close at 12 noon next Saturday, September 4, and remain closed over Labor Day. Commencing Tuesday, September 7, hours of business will be from 9 A. M. to 6 P. M. daily.

Correct and Distinctive Mourning Apparel

THERE is perhaps no time in a woman's life when she so much needs sympathetic help and advice as when she is about to don black. Macy's personal shopping staff has made a special study of the requirements for every period of conventional mourning, and stands ready upon request to assist or advise in the selection of quiet, distinctive and becoming apparel and accessories.

And whether it is a hat, suit, shoes, veil or a complete outfit that is needed, everything purchased at Macy's will be found to be not only correct in detail and high in quality, but priced lower than anywhere else in the city.

Below are a few suggestions from our many new arrivals for Autumn.

Velour Cloth Suit—a "Bernard" Copy—\$28.75

The blouse coat has half belt, and collar that shows high beneath the chin or rolls down. Skirt is a conservative flaring model.

A Redingote Suit in Wool Poplin, \$28.75

(Illustrated.) The lines of this suit are very distinctive. The coat collar and cuffs are of Armure silk; the skirt is circular, with stitched yoke.

A Suit of Men's Wear Serge at \$23.74

Shows a semi-length, belted coat, with pleats below belt. Collar and cuffs are laid with peau de cygne. Yoked skirt, with pleats and front panel.

Three New Autumn Skirts

A circular model of Chuddeh cloth has a pleated panel inset at front and back that is trimmed with large, flat self-covered buttons. \$4.49

A skirt of men's wear serge has panels at the sides which show unique braid-bound slot pockets. The back is shirred. \$4.99

A circular broadcloth skirt is made very handsome by a fancifully cut yoke, trimmed with many small bone buttons. \$4.49

New Crepe de Chine Dresses

One very handsome model has full pleated skirt with irregular yoke. The bodice has wide revers, deep, square collar, and sleeves with bell cuffs. Pointed acorn buttons trim it, and the outside edges are corded. Soft net fills in the vestee. \$28.75

Another model has full flaring skirt with gathered back, and pleated front panel. Pointed revers, drooping sleeve frills, and small acorn buttons are features of the bodice. Fine net forms the surplice vestee. \$18.74

Travel Coats of Black Vicuna Cloth, \$34.75

These are long, very full coats of that velvety, soft, fabric that is to be so modish this season. They are lined throughout with peau de cygne, and show deep cuffs, rolling collars and generous pockets.

Long Coats of Black Whipcord, \$36.75

Made with set-in sleeves and buttoned-high collar. The half-belt is crossed in front. At the sides the coats are pleated to produce the smart flaring effect that is very pleasing. Collar and cuffs are of faille silk.

Macy's—Third Floor.

Orders by mail for mourning apparel will be accorded specially prompt and careful attention.

White Ratine Striped Rice Voile, Special 14c yd.

PRETTY raised stripes on a fine quality of rice Voile make this a novel fabric for light dresses or blouses. Earlier in the season this same quality of goods sold for 24c the yard. 36 inches wide.

Macy's—White Goods Dept., Second Floor.

5,000 Yards of Satin Charmeuse 40 inches Wide. Special at 99c the Yard

SATIN CHARMEUSE leads in the list of popular materials for the better dresses and is often used effectively in combination with other fabrics.

At Macy's an excellent grade (both as to weight and wearing quality) of satin charmeuse is offered in a complete assortment of evening and street col-

ors and black at a price that cannot be equaled elsewhere under \$1.50.

Macy's—Second Floor.

Autoist Fined \$1.12

for abducting an officer of the law from Macy's Auto Equipment Department and deliberately transporting him, perched on the radiator cap, through the city streets.

An equal fine for taking away a statuette of the well-known "Uncle Sam" and using it as a radiator ornament, and so on as follows:

Special Fine Only
Auto Club of America Emblem, 89c
Doctor's Cross, 89c
Large Size Eagle, (Nickel or brass finish), 89c
Large Size Elk, (Nickel or brass finish), 89c
Small Size Eagle, (Nickel or brass finish), 44c
Small Size Elk, (Nickel or brass finish), 44c
Masonic Emblem, 89c

Macy's—Fifth Floor.

THE WORLD'S Circulation in New York City, Mornings and Sundays, Exceeds That

of the **Herald, Times and Tribune ADDED TOGETHER!**